

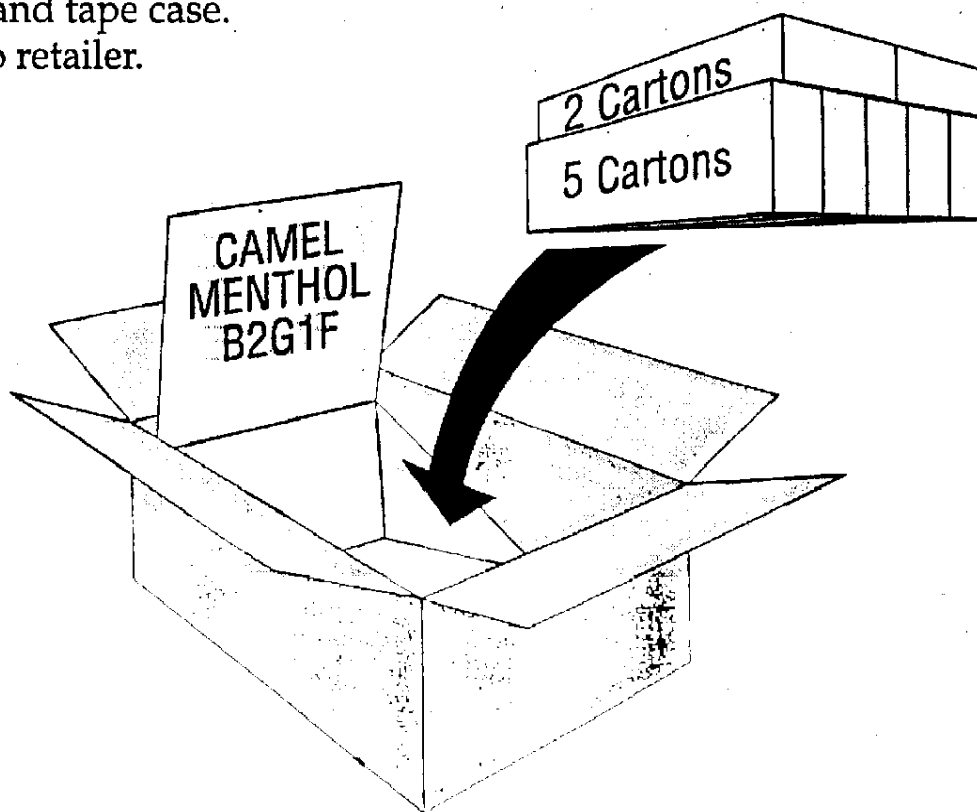
WHOLESALE PACKING INSTRUCTIONS
VALUE ADDED PROMOTIONS

CAMEL Menthol

B2G1F (*Buy 2 Packs Get 1 Free*)

STEPS

1. Open CAMEL Menthol B2G1F shipping case.
2. Place 7 cartons of (4 CAMEL Menthol Light Box and 3 cartons CAMEL Menthol Filter Box) promotional product into shipper/display. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

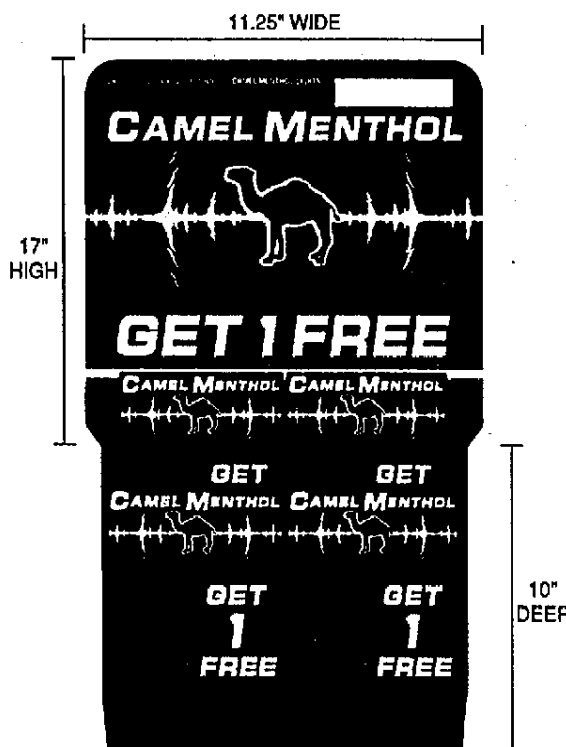
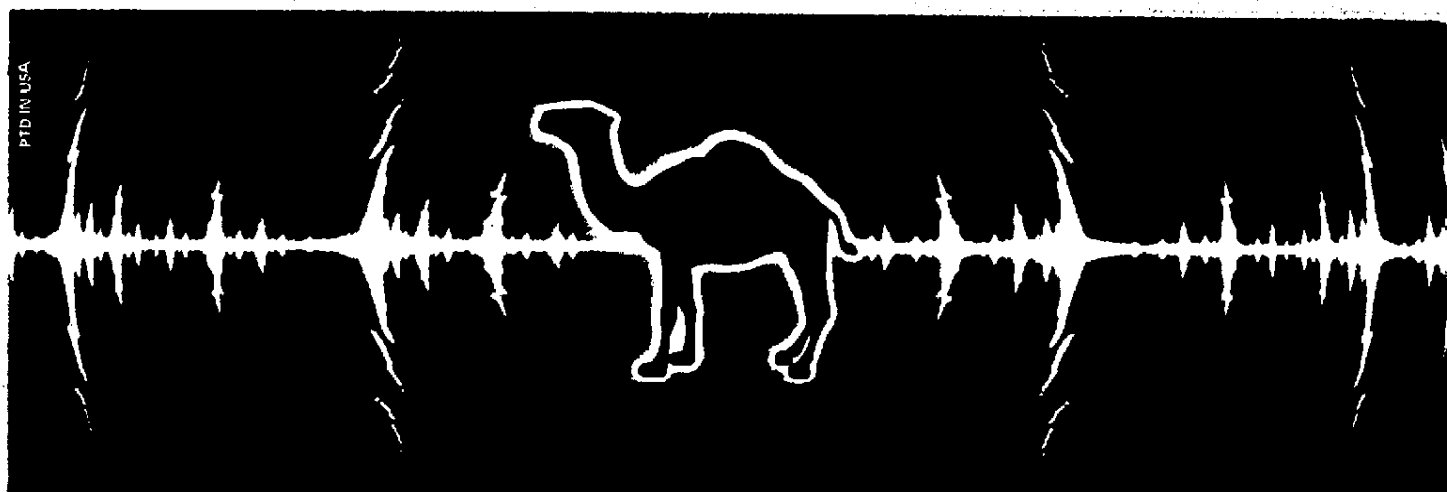


Item: # 536924

Description: CAMEL Menthol B2G1F Display/POS kit

Brand Style	MEN LT BOX	FF MEN BOX				
Number of Cartons	4	3				

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**COUNTER DISPLAY**

- **RUN THIS PROMOTION ANY TIME BETWEEN FEBRUARY AND JULY TO INCREASE SALES OF POPULAR CAMEL MENTHOL.**
- **FEATURES ATTRACTIVE PACKAGING SLEEVE, DYNAMIC COUNTER DISPLAY AND HIGH-IMPACT PASTER.**

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**PACKAGING SLEEVE**

- **HIGH ENERGY GRAPHICS WILL GRAB YOUR MENTHOL SMOKERS' ATTENTION AND ENCOURAGE TRIAL.**



CAMEL MENTHOL
WHAT YOU'RE LOOKING FOR.

